DISCUSSION GUIDE - PROJECT ETON
Job Number - 69282

1.0 INTRODUCTION

Purpose/format of research/confidentiality/tape recorder/independent research agency.

Introduction of respondent (job, marital status, hobbies etc.).

Introduction of topic and explain order of discussion guide to control the group.

2.0 ATTITUDES TO SMOKING

SPONTANEOUS ASSOCIATIONS

What springs to mind when you think of smoking?
What sort of emotion do you associate with smoking?
How does smoking make you feel?
What colour do you associate with smoking?
What place do you associate with smoking?

COMPARABLE ACTIVITIES/ATTRACTIVENESS

Does it compare with any other activities?
What other activities do you associate with smoking?
What attracts people to smoking?
Why do people smoke?
What do smokers get out of smoking?
What imagery do you associate with the act of smoking (Is it rebellious, decadent etc.)?
How do people smoke in the first place? (Is it an initiation rite into adulthood?)
Why do young people smoke?

What are the more negative sides of smoking? (Split non smokers + smokers)
➥ health, addiction etc.

How do these views differ between the non smoker, the recent recruit, the more ancient smoker:

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Source: https://www.industrydocuments.ucsf.edu/docs/skwk0000

THE SMOKER:

Describe a 'smoker'? - What and who is a smoker?
What other qualities do you associate with them?
How would a non smoker and a smoker vary in their perceptions of themselves?
to what degree is smoking a part of someones personality?

Split respondents into a smoking and non smoking group and ask each group to categorise smokers by their smoking habits, attitudes about smoking and smoking behaviour (include the non smoker too). Then read out loud and discuss with other group. (Use a flip chart for the categories and establish a nickname for each one).

How do group justify their smoking *and* their smoking behaviour.

SOCIAL INTERACTION:

What makes smoking acceptable? (people, places, etc.), in what context and on what bases

Bubble diagrams: (selection of a few per group)

Does this vary by location?

- work
- home
- transport
- dinner parties
- restaurants/ pubs/cafes etc

How does this vary by situation?

- unknown people - known people
- group situation - close friends/relatives

How does one broach the issue of can I smoke?
Are we too polite to say to say how we feel? What constitutes a reasonable request ?

How do respondents feel about the recent case where a smoker with a heart condition was refused treatment until he gave up smoking, only to die before treatment. Also not being allowed to adopt children. How much further will it go?

Do various organisations differ in their attitudes to smoking and the smoker? (probe for work/industry, official organisations, government, experiences abroad)

What basis of right do they these organisations have for taking these attitudes ? Is it their role to influence attitudes? How far can they go?

How far does this influence peoples attitudes generally?

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Source: https://www.industrydocuments.ucsf.edu/docs/skwk0000

Referring back to the smoker categories (using the nicknames), how do they differ in the various situations and locations?

TRENDS

How do you feel views and attitudes are changing towards smoking?

How has it changed from being acceptable, even desirable, to being almost sinful?
(How is smoking worse than woodfires, air pollution).
How much has this influenced smoking?

How has this influenced attitudes towards the smoker?

What are the influences in changing attitudes?

What are the pressures against change?

Is smoking growing, declining or continuing? How does this compare with 10 years ago.

How do you envisage attitudes in 10 years time (probe for differences in attitudes towards smokers and smoking).

TOBACCO INDUSTRY:

What do they feel about tabacco manufacturers?

How do they affect your opinions about smoking?

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Source: https://www.industrydocuments.ucsf.edu/docs/skwk0000

3.0 SMOKING RELATED COMMUNICATIONS

CURRENT CAMPAIGNS
Do they remember any advertising about the issue of smoking? (Not tabacco advertising).

What was the content of the message? (Probe for tone and stance).

Was this driven by government or pressure groups?

What impact did this have on them?

How would they design a smoking campaign? (Explore for main pointers of communication, target group and place).

CORE CAMPAIGNS (Rotate order per group)

For each *campaign* (not execution) explore:

- understanding/comprehension
- impact
- appeal
- relevance
- strengths/weaknesses
- executional issues (style, layout etc.)
- attitudinal effect

Would you recommend introducing this campaign? Why?
If not, are there any elements that you feel are interesting.

Repeat for each campaign.

Which would they recommend? If any?

If they could create a campaign which elements would they use?

Explore elephants

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Source: https://www.industrydocuments.ucsf.edu/docs/skwk0000

4.0 MITIGATION ROUTES

SUMMARY OF CAMPAIGNS

Nature of *any* role for the above-the-line advertising.

Value/import of below-the-line activity.

(Note key pros and cons, and reasons: e.g. industry 'stance', public interest/receptivity, and (negative) aspects of 'raising the issue' Vs. voluntarism of (industry approach).

Reveal Tobacco Industry stance. (that they know that there is a risk factor in smoking).

Test reaction to this idea.

Test reaction to the notion of adding this message to a potential campaign.

BRAINSTORMING IDEAS:

Reactions
Comprehension
Attitudinal effect.

YOUTH PM INITIATIVES (US ad campaign(helping Youth say No), French campaign, Finish campaign, UK retailers campaign).

Explore:
Initial reactions
Comprehension
Impact
Value
Effect on attitudes to smoking and smoking industry.

Source: https://www.industrydocuments.ucsf.edu/docs/skwk0000

5.0 SUMMARY

How has the smoking debate moved on?

How is it likely to develop?

What initiatives would moderates find acceptable?

Explore Technological Solution

How could they moderate the anti-feeling towards the smoker *and* smoking?

What would be the angle, tone and the medium?

Finally, if respondents were on the board of a tobacco company what advice would they give about:

- the future of the company
- how to protect the 'smoker'
- how to deal with the anti argument
- should they encourage smoking?

THANK AND CLOSE

Source: https://www.industrydocuments.ucsf.edu/docs/skwk0000